

BAKER & HOSTETLER LLP

Thomas A. Canova (TC 7270)
45 Rockefeller Plaza
New York, New York 10111
Telephone: (212) 589-4200
Facsimile: (212) 589-4201

Deborah A. Wilcox (Ohio Bar No. 0038770)
3200 National City Center
1900 East 9th Street
Cleveland, OH 44114
Telephone: (216) 621-0200
Facsimile: (216) 696-0740

Attorneys for Plaintiff
pediped Infant Footwear, LLC

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

PEDIPED INFANT FOOTWEAR LLC,

Plaintiff,

v.

KUDOS LEATHERGOODS LTD d/b/a
JACK AND LILY,

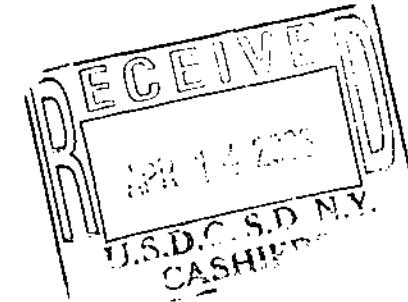
Defendant.

CASE NO.

COMPLAINT FOR TRADE DRESS
INFRINGEMENT, DILUTION, AND UNFAIR
COMPETITION

Jury Trial Demanded

Plaintiff pediped Infant Footwear LLC ("pediped"), by and through its attorneys, Baker & Hostetler LLP, brings this Complaint for Trade Dress Infringement, Dilution, and Unfair Competition against Defendant Kudos Leathergood Ltd d/b/a Jack and Lily ("J&L") and alleges as follows:



Nature of the Action

1. This is an action for trade dress infringement, dilution, and unfair competition in violation of federal and state law.

The Parties

2. Pediped is a limited liability company duly organized and existing under the laws of the State of Nevada, having an office and place of business at 1191 Center Point Drive, Henderson, Nevada.

3. Pediped is in the business of designing, marketing, and selling footwear for infants and young children.

4. Upon information and belief, J&L is a limited partnership organized and existing under the laws of British Columbia, Canada, having an office and place of business at 720 Alexander Street, Vancouver, British Columbia.

5. J&L also markets and sells footwear in the United States for infants and young children.

Jurisdiction and Venue

6. This is an action for trade dress infringement and unfair competition under the federal Lanham Act, 15 U.S.C. §§ 1051-1127, and for unfair competition and trade dress dilution under the statutory and common law of the State of New York.

7. This Court has jurisdiction of the subject matter of this action pursuant to 28 U.S.C. §§ 1338 and 1367 and 15 U.S.C. § 1121.

8. Venue is proper in this judicial district pursuant to 28 U.S.C. § 1331(d) because J&L is an alien. A substantial part of the events and omissions giving rise to the claims herein occurred in this district.

Pediped's Distinctive Soft-Soled Footwear

9. Formed in May 2004, pediped is one of the leading and fastest growing companies in the children's footwear industry.

10. Pediped and J&L are direct competitors in the children's footwear industry in the United States.

11. Pediped strives to produce children's footwear of exceptionally high quality, using only the best materials and methods of production and quality assurance.

12. The speed of pediped's growth is dizzying. At the end of 2005, pediped was selling into 350 stores. That number had increased to 1,200 stores at the end of 2006 and about 2,500 at the end of 2007. Pediped footwear has been sold through more than 3,000 stores worldwide.

13. The pediped Originals line of children's footwear, photographs of which are attached hereto as Exhibit 1, features a distinctive trade dress. Representative examples of such trade dress are attached hereto as Exhibit 2, but the exclusion of any particular pediped product should not be construed against its relevance to this action.

14. There are seven key dimensions involved in designing the pediped shoes: ball girth, waist girth, instep girth, toe spring, toe recede, heel curve and stick length. Each variation of these dimensions results in a different look of a shoe. Pediped worked hard to find the perfect combination of the seven dimensions to create shoes with unique and

distinctive stylization. A great deal of effort, time, and resources went into ascertaining the proportions needed to create this distinctive shape with various cutting dies, the lasts (the model foot from which pediped makes the patterns) and the curing procedures (at what temperature and for what amount of time). It is virtually impossible for a company to create a shoe that is identical in shape to pediped's line of soft-soled shoes without having the last design and cutting dies used to create pediped soft-soled shoes.

15. This distinctive trade dress comprises, with respect to design, an overall look that is more sophisticated and adult-like than other infant footwear; a black sole with highly visible white hand-stitching, spaced to create a stylized rippled effect around the entire shoe; a unique profile which creates an asymmetrical, rounded-boxy, and formed look; a roomy toe box; a sole visually small compared to the upper; and a white sewn-in tag on the end of the Velcro strap. This distinctive trade dress comprises also, with respect to packaging, a sturdy, purple, textured, and hinged box with a clear plastic window; the pediped logo and tag line situated above the plastic window, with the tag line printed in smaller font; a description of the product positioned at the bottom of the box, below the window; the left and right sides of the box adjoining the window of equal proportion to each other; the top portion of the box adjoining the window more than twice the height of the bottom portion of the box adjoining the window, and the pediped bear logo and company information on the back of the box (the foregoing design and packaging elements are referenced collectively hereinafter as the "pediped Trade Dress").

16. The packaging elements of the pediped Trade Dress are inherently distinctive and serve to identify pediped as the unique source of products packaged in this fashion.

17. Pediped has marketed and sold the specific overall design of children's footwear embodying and packaged in the pediped Trade Dress continuously since early 2006. Other than J&L's shoes and packaging that are the subject of this Complaint, no shoes and packaging in the marketplace resemble the pediped Trade Dress.

18. Sales of pediped shoes have been beyond expectations. In 2005, total revenues were approximately \$300,000. In 2006, the sales grew to over \$2.2 million. Pediped's growth continued in 2007, with total sales of over \$7.6 million. Sales for 2008 are projected at \$16 – 20 million, and \$50 million by 2010.

19. Pediped spent over one million dollars in 2007 advertising its distinctive products. For 2008, advertising expenditures are expected to reach at least \$1.7 million. Total expenditures from 2005 to date are over \$2.2 million. Examples of pediped's advertising are attached hereto as Exhibit 3.

20. The popularity of pediped soft-soled footwear with celebrities adds to its reputation and recognition among consumers, who notice when the children of celebrities are photographed in pediped shoes even if the logo is not visible in the photograph.

21. Pediped's products have received numerous awards and similar recognition, examples of which are attached hereto as Exhibit 4. In addition, pediped has received substantial unsolicited media coverage, examples of which are attached hereto as Exhibit 5.

22. Pediped already has taken measures to protect the pediped Trade Dress when it was copied by other competitors.

23. In addition to the packaging elements of the pediped Trade Dress being inherently distinctive, as a result of pediped's continuous and substantial sales, marketing, advertising, promotion, and unsolicited media coverage, and as evidenced by copying by competitors, the pediped Trade Dress has become known to the trade and the public throughout the United States and other countries worldwide and has acquired secondary meaning inasmuch as consumers and members of the trade have come to recognize products embodying and packaged in the pediped Trade Dress as originating with, sponsored, or approved by pediped. The pediped Trade Dress has acquired enormous value and recognition.

J&L's Infringing Products and Packaging

24. J&L markets and sells children's footwear that is in direct competition with and sold through the same channels of trade and retail outlets as pediped's products.

25. J&L's existing line of footwear, photographs of which are attached hereto as Exhibit 6, is distinct in overall appearance from pediped's lines. J&L's packaging for this line, photographs of which are attached hereto as Exhibit 7, is likewise distinct from pediped's packaging.

26. Rather than competing legitimately through the existing line and packaging, J&L is offering for sale a new line of children's footwear that it slavishly copied from and that closely resembles pediped's distinctive product and packaging. J&L's products and packaging at issue in this action include, but are not limited to, those identified in Exhibit 8 hereto, wherever sold, and any products and packaging subsequently developed and/or sold by J&L that infringe the pediped Trade Dress (hereinafter collectively referenced as the "Infringing Products and Packaging").

27. The J&L shoe design is indistinguishable from the pediped soft-soled shoe design. J&L is marketing the identical shoe, in identical proportions, and even the strap is the same. It is beyond coincidence that J&L's shoes would use the same seven dimensions for making shoes that pediped does, given the huge number of combinations mathematically available that would still result in appealing children's shoes.

28. J&L's Infringing Products and Packaging include many of the distinctive features of the pediped Trade Dress identified above, including but not limited to white stitching on black soles; stylized rippling around the entire shoe; the exact shoe dimensions that result in a profile with pediped's asymmetrical, rounded-boxy, and formed look; a roomy toe box; a visually small sole; a white sewn-in tag on the end of the strap of the shoe; colored boxes with handles, which have the same overall size and shape as pediped's boxes, have plastic windows of the same size and shape, and have the same proportions on the front of the box surrounding the window—the left and right sides adjoining the window being of equal proportion to each other and the top adjoining the window being more than twice the height of the bottom adjoining the window—and a logo placed above the window, with additional wording located beneath the logo in smaller font and below the window.

29. The overall look of J&L's Infringing Products and Packaging is substantially the same as the distinctive pediped Trade Dress. By way of example only, Exhibit 9 hereto shows side-by-side photographs of pediped's Samantha, Olivia, Katelyn, Colin, Abigail, and Tyler styles and J&L's corresponding style numbers 181, 412, 411, 402, 171, 251, and 252. In addition, Exhibit 9 illustrates the similarity of tag placement and packaging between pediped's and J&L's products.

30. As Exhibit 9 illustrates, J&L copied pediped's better-selling styles in particular, using the same colors and design features.

31. J&L's style number 181 shoe is a replica of pediped's Samantha shoe. In addition to copying the dimensions and proportions, type of strap, distinctive white stitching on dark sole and stylized rippling encompassed in pediped's soft-soled line, the 181 shoe duplicates pediped's Samantha color combinations (pink and brown) and color shades, and features these colors in the very same locations as on the Samantha shoe. The 181 shoe also makes use of pediped's double white stitch on the upper portion of the shoe, with circular cut-outs in between the stitches showing off the underlying pink leather. The 181 features pediped's unique scalloping found in several of its other designs (e.g., the Katelyn and Zoe styles).

32. J&L's style number 412 shoe is an imitation of pediped's Olivia shoe. From the white leather and placement of the white bow to the six cut-out designs in identical locations on the upper portion of the shoe, everything is copied from pediped's shoe. The 412 also features pediped's scalloped edging found on its other designs, as well as the same dimensions and proportions, type of strap, distinctive white stitching on black sole and stylized rippling found across pediped's soft-soled line. The 412 features cut-outs on the back of the shoe, which are taken from some of pediped's other shoes (e.g., Katelyn and Colin styles).

33. J&L's style number 411 shoe is a knock-off of pediped's Katelyn shoe. The pink leather, scalloped edging and cut-outs on the front and back of the upper portion of the shoe are all taken from the Katelyn style. The placement of the bow on 411 is identical to the placement on many of pediped's other styles of footwear in its soft-soled line. The 411

again uses the same dimensions and proportions, type of strap, distinctive white stitching and stylized rippling found across pediped's soft-soled line.

34. J&L's style number 402 shoe is pediped's boy's Colin shoe with only the subtlest of changes. The front upper portion of the shoe features similar vertical stitching, the same strap and t-strap loop, as well as the same u-shaped cut-outs near the strap and additional cut-outs along the sides and back. Again, the 402 copies the same dimensions and proportions, stylized rippling and distinctive white stitching on black sole found across pediped's soft-soled line.

35. J&L's style number 171 shoe is a copy of pediped's Abigail design. From using pink leather and similar flower artwork on the upper front of the shoe, to using the same dimensions and proportions, strap, stylized rippling and distinctive white stitching on black sole found across pediped's soft-soled line, the 171 has the same look and feel as pediped's Abigail. In addition, the 171 copies the scalloping featured on pediped's other designs and features a sewn-in tag on the strap of the shoe (as does most of pediped's soft-soled line of footwear).

36. J&L's style numbers 251 and 252 shoes are direct copies of pediped's boy's Tyler shoe. The 251 and 252 are identical in nearly every respect, including overall look, shape, style and two choices of leather color (brown or navy). The only minimal difference is the stitching pattern on the lower front of the upper portion of the shoe. These shoes also make use of the same dimensions and proportions, stylized rippling, strap and distinctive white stitching on black soles found across pediped's soft-soled line.

37. On or about March 11, 2008, pediped attended the ENK Children's Club show at the Jacob Javits Center in New York. Pediped learned that J&L was taking orders at the same show for the Infringing Products and Packaging. In addition, J&L's web site at <http://www.jackandlily.com/> displays the Infringing Products and Packaging and claims they will be available April 20, 2008.

38. On its web site, printouts of which are attached hereto as Exhibit 10, J&L even copies the descriptors pediped uses to market its line of soft-soled shoes.

39. Upon information and belief, J&L set upon a course of conduct to slavishly copy pediped's distinctive products and packaging for the purpose of trading on and taking advantage of the goodwill and reputation associated with pediped and its celebrated products.

40. J&L's Infringing Products and Packaging are so similar to pediped's Trade Dress as to result in a high likelihood of confusion, mistake, or deception as to the source or sponsorship of J&L's products at the trade, retail, and consumer levels. In fact, eBay seller momto1ba2gs, in a pre-release auction for J&L's products attached hereto as Exhibit 11, highlights their similarity to pediped's products.

41. Pediped delivered by hand a cease and desist letter to J&L on March 11, 2008, at the ENK Children's Club show. J&L did not indicate that it would cease producing, marketing, or selling the products at issue and to the contrary, has continued to display the products on its web site.

42. J&L's Infringing Products and Packaging are irreparably damaging to pediped. J&L has not incurred the costs, either in research and development or in advertising,

that pediped has incurred in creating and publicizing the unique pediped Trade Dress. This unfair competitive advantage will allow J&L to undercut pediped's price to customers and surpass pediped's compensation to its sales representatives.

43. Since J&L's existing line of shoes is sold in nearly 1000 retail stores that also sell pediped's shoes, J&L's misappropriation of pediped's intellectual property is likely to result in an immediate loss of sales that would destroy the pediped brand. Customers are likely to be deceived or confused to the effect that the Infringing Products and Packaging are a new line from or brand extension of pediped. Once J&L has captured pediped's customers through confusion, J&L could switch to shoddier, less expensive materials for the Infringing Products and Packaging, causing further irreversible damage to pediped's reputation and goodwill. In addition, J&L's use of unsophisticated and tacky elements on the shoes at issue (e.g., pirates, anchors, the word "prince") is likely to erode the high-end, sophisticated image pediped has endeavored to create.

44. In addition, J&L permits almost anyone to sell its shoes, including retailers who likely sell only online. Such indiscriminate distribution would irreparably damage pediped's overall image and reputation. Pediped is enormously protective of its brand. To maintain the brand's panache, pediped is extremely selective with respect to the persons and companies authorized to sell its shoes. Pediped does not sell to stores that operate solely online. Moreover, pediped has an exhaustive and thorough screening process and rejects many applicants. J&L's style of doing business will cheapen pediped's image. It will also upset pediped's retailers, undermine their business, and likely cause them to stop selling pediped's products.

COUNT I

[Federal Trade Dress Infringement]

45. This cause of action arises under the federal Lanham Act, 15 U.S.C. §§ 1051-1127, and is to remedy infringement of the unregistered pediped Trade Dress in accordance with 15 U.S.C. § 1125(a).

46. Pediped repeats and realleges the allegations of the foregoing paragraphs as if fully set forth herein.

47. For over two years, pediped has marketed and sold its Originals line of children's footwear using the distinctive pediped Trade Dress. The pediped Trade Dress, including the design of the footwear itself and the packaging therefor, is inherently distinctive, and as a result of widespread sales and attendant advertising and promotion and unsolicited media coverage, and as evidenced by copying by competitors, the pediped Trade Dress further has become distinctive to members of the trade, to retailers, and to consumers.

48. The distinctive, original, and arbitrary pediped Trade Dress, which identifies pediped as the source of its Originals line of children's footwear, encompasses a combination of the elements set forth in foregoing paragraph 15, which are non-functional in combination. The overall look of pediped's footwear and its packaging is upscale, refined and unique to pediped.

49. J&L, knowing of the valuable goodwill and extensive recognition pediped has already established in the marketplace for its Originals line of children's footwear and packaging therefor and intending to trade upon that goodwill and recognition, is deliberately offering for sale, promoting, and marketing the Infringing Products and Packaging,

which are confusingly similar to the distinctive pediped Trade Dress.

50. The aforesaid activities of J&L in marketing the Infringing Products and Packaging in commerce constitute infringement of the pediped Trade Dress in violation of Section 43(a) of the Trademark Act of 1946, 15 U.S.C. § 1125(a), in that J&L's activities are likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of J&L with pediped, or as to the origin, sponsorship, or approval of J&L's goods with or by pediped.

51. By reason of the acts of J&L as alleged herein, pediped has suffered and, unless J&L's acts are enjoined, will suffer irreparable damage to its reputation and the loss of sales and profits pediped would have made but for the acts of J&L.

52. J&L's activities as set forth previously are irreparably damaging to pediped. Pediped has been damaged by the acts of J&L in an amount as yet unknown but believed to be millions of dollars.

COUNT II

[Federal Unfair Competition]

53. This cause of action arises under the federal Lanham Act, 15 U.S.C. §§ 1051-1127, and is to remedy unfair competition in violation of 15 U.S.C. § 1125(a).

54. Pediped repeats and realleges the allegations of foregoing paragraphs 1 through 44 as if fully set forth herein.

55. J&L, in offering for sale, promoting, and marketing the Infringing Products and Packaging, which copy the trade dress, design, overall look, and packaging of pediped's Originals line of children's footwear, is using in commerce, on or in connection with

the sale of children's footwear, a word, term, name, symbol, or device, or any combination thereof, or a false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which, in commercial advertising or promotion, misrepresents the nature, characteristics, qualities, or geographic origin of J&L's goods or commercial activities in violation of Section 43(a) of the Trademark Act of 1946, 15 U.S.C. § 1125(a).

56. By reason of the acts of J&L as alleged herein, pediped has suffered and, unless J&L's acts are enjoined, will suffer irreparable damage to its reputation and the loss of sales and profits pediped would have made but for the acts of J&L.

57. J&L's activities as set forth previously are irreparably damaging to pediped. Pediped has been damaged by the acts of J&L in an amount as yet unknown but believed to be millions of dollars.

COUNT III

[Violation of New York General Business Law Sec. 133]

58. This cause of action arises under New York General Business Law Section 133.

59. Pediped repeats and realleges the allegations of foregoing paragraphs 1 through 44 as if fully set forth herein.

60. Pediped has acquired a unique reputation for providing the highest quality of products embodying and packaged in the pediped Trade Dress. As one of the fastest rising brands of children's footwear in the United States, pediped has attained a position of eminence in its field and is considered by the public as a leader in the children's footwear

industry. The pediped Trade Dress is synonymous with excellence and the highest quality of children's footwear. The pediped Trade Dress has acquired a recognition with the trade, with retailers, and with the consuming public.

61. After pediped's extensive use and promotion of the pediped Trade Dress, J&L deceptively began offering the Infringing Products and Packaging, which, as set forth previously, closely simulate the pediped Trade Dress.

62. Upon information and belief, J&L's offering for sale, marketing, and promotion of the Infringing Products and Packaging, which utilize or infringe the pediped Trade Dress, was done with the purpose of confusing the public, and for the purpose of taking advantage of pediped's goodwill and reputation in connection with its children's footwear, including the sustained excellence and character of pediped's product.

63. By reason of J&L's assumption, adoption, and/or use of elements of the pediped Trade Dress for advertising and trade purposes with intent to deceive or mislead the public, which is likely to deceive or mislead the public as to the identity of J&L or as to the connection of J&L with pediped, pediped has been and is being injured and damaged in its business and property by a loss of actual and potential customers, a loss of its goodwill, and a diminution of its business reputation, all in violation of New York General Business Law Sec. 133.

64. By reason of the acts of J&L as alleged herein, pediped has suffered and, unless J&L's acts are enjoined, will suffer irreparable damage to its reputation and the loss of sales and profits pediped would have made but for the acts of J&L.

65. J&L's activities as set forth previously are irreparably damaging to

pediped. Pediped has been damaged by the acts of J&L in an amount as yet unknown, but believed to be millions of dollars.

COUNT IV

[Dilution and Injury to Business Reputation in Violation of New York General Business Law Sec. 360-1]

66. This cause of action arises under New York General Business Law Section 360-1.

67. Pediped repeats and realleges the allegations of foregoing paragraphs 1 through 44 as if fully set forth herein.

68. Pediped has acquired a unique reputation for providing the highest quality of products embodying and packaged in the pediped Trade Dress. As one of the fastest rising brands of children's footwear in the United States, pediped has attained a position of eminence in its field and is considered by the public as a leader in the children's footwear industry. The pediped Trade Dress is well known to the consuming public throughout the United States as identifying and distinguishing pediped as the exclusive and unique source of products that embody or are packaged in such trade dress, which is synonymous with excellence and the highest quality of children's footwear. The pediped Trade Dress has acquired an exceptionally strong recognition with the trade, with retailers, and with the consuming public.

69. After pediped's extensive use and promotion of the distinctive pediped Trade Dress, J&L deceptively began offering the Infringing Products and Packaging, which, as set forth previously, closely simulate the pediped Trade Dress.

70. Upon information and belief, J&L's offering for sale, marketing, and promotion of the Infringing Products and Packaging, which utilize or simulate the pediped Trade Dress, was done for the purpose of taking advantage of pediped's goodwill and reputation in connection with its children's footwear, including the sustained excellence and character of pediped's product, and is likely to cause injury to pediped's business reputation or dilution of the distinctive quality of the pediped Trade Dress.

71. By reason of the foregoing, pediped has been and is being injured and damaged in its business and property by a loss of its goodwill, a diminution of its business reputation, and a dilution in the distinctive quality of the pediped Trade Dress, all in violation of New York General Business Law Sec. 360-l.

72. By reason of the acts of J&L as alleged herein, pediped has suffered and, unless J&L's acts are enjoined, will suffer irreparable damage in the form of the dilution and whittling down of the identity and reputation of the distinctive pediped Trade Dress.

73. J&L's activities as set forth previously are irreparably damaging to pediped. Pediped has been damaged by the acts of J&L in an amount as yet unknown, but believed to be millions of dollars.

COUNT V

[New York Common Law Unfair Competition]

74. This cause of action arises under the common law of the State of New York.

75. Pediped repeats and realleges the allegations of foregoing paragraphs 1 through 44 as if fully set forth herein.

76. The pediped Trade Dress is distinctive enough to become recognized as a public guaranty of origin and quality and has become recognized as such, which is sufficient for protection under the common law of New York. Pediped has further acquired a unique reputation for providing the highest quality of products embodying and packaged in the pediped Trade Dress. As one of the fastest rising brands of children's footwear in the United States, pediped has attained a position of eminence in its field and is considered by the public as a leader in the children's footwear industry. The pediped Trade Dress is synonymous with excellence and the highest quality of children's footwear. The pediped Trade Dress has acquired a recognition with the trade, with retailers, and with the consuming public.

77. After pediped's extensive use and promotion of the pediped Trade Dress, J&L deceptively began offering the Infringing Products and Packaging, which, as set forth previously, closely simulate the pediped Trade Dress.

78. Upon information and belief, J&L's offering for sale, marketing, and promotion of the Infringing Products and Packaging, which utilize or infringe the pediped Trade Dress, was done with the purpose of confusing the public, and for the purpose of taking advantage of pediped's goodwill and reputation in connection with its children's footwear, including the sustained excellence and character of pediped's product, and is likely to cause confusion in the trade, with retailers, and in the consuming public as to the origin, sponsorship, or approval of J&L's goods with or by pediped.

79. By reason of the foregoing, pediped has been and is being injured and damaged in its business and property by a loss of actual and potential customers, a loss of its goodwill, and a diminution of its business reputation, all in violation of the common law of unfair competition of the State of New York.

80. By reason of the acts of J&L as alleged herein, pediped has suffered and, unless J&L's acts are enjoined, will suffer irreparable damage to its reputation and the loss of sales and profits pediped would have made but for the acts of J&L.

81. J&L's activities as set forth previously are irreparably damaging to pediped. Pediped has been damaged by the acts of J&L in an amount as yet unknown, but believed to be millions of dollars.

PRAYER FOR RELIEF

Wherefore, pediped prays that:

1. J&L, its officers, agents, servants, employees, franchisees, licensees, attorneys, parents, subsidiaries, related companies, and all others in active concert with J&L and/or one or more of the foregoing, and each of them, who receive actual notice of the order, be preliminarily and permanently restrained and enjoined from:

a. manufacturing, advertising, offering for sale, selling, distributing, marketing, transporting, delivering, or in any way attempting to sell or resell the Infringing Products and Packaging, or any other products embodying or packaged in trade dress so similar to the pediped Trade Dress as to be likely to cause confusion, mistake, or deception; and

b. further diluting the pediped Trade Dress or otherwise unfairly competing with pediped through products or packaging similar to pediped's products and packaging.

2. J&L, its officers, agents, servants, employees, franchisees, licensees, attorneys, parents, subsidiaries, related companies, and all others in active concert with J&L and/or one or more of the foregoing, and each of them, who receive actual notice of the order,

be required to deliver up for destruction their inventory of Infringing Products and Packaging and any other products or packaging confusingly similar to the pediped Trade Dress.

3. J&L, its officers, agents, servants, employees, franchisees, licensees, attorneys, parents, subsidiaries, related companies, and all others in active concert with J&L and/or one or more of the foregoing, and each of them, who receive actual notice of the order, be required to deliver up for destruction all advertising, sales, and promotional materials depicting any of the Infringing Products and Packaging, and all plates, molds, matrices, and other means of making said materials.

4. J&L be ordered to send written notification to all of its customers who have purchased the Infringing Products and Packaging and any other products and packaging confusingly similar to the pediped Trade Dress, requesting that all unsold inventory be expeditiously returned to J&L and informing them that these products are infringements of pediped's distinctive trade dress.

5. pediped be awarded J&L's profits, compensatory damages, and all other monetary harm sustained by pediped due to J&L's infringement of the pediped Trade Dress, including but not limited to pediped's lost profits, and that the amount of profits and damages be trebled.

6. J&L be required to pay pediped the cost of this action, together with reasonable attorneys' fees and disbursements.

7. pediped be awarded such other and further relief as this Court deems just and proper.

DEMAND FOR JURY TRIAL

A trial by jury is hereby demanded on all issues so triable.

BAKER & HOSTETLER LLP

Dated: New York, New York
April 14, 2008

By: 
Thomas A. Canova (TC 7270)
45 Rockefeller Plaza
New York, NY 10111
(212) 589-4200 – phone
(212) 589-4201 – fax
Attorneys for the Plaintiff
pediped Infant Footwear, LLC

EXHIBIT 1

girls
0-2 years
2-5+ years
boys
0-2 years
2-5+ years
new styles
best sellers
all
size

Originals™ Collection
0-3 months (XXS)
0-6 months (XS)
6-12 months (S)
12-18 months (M)
18-24 months (L)

Flex™ Collection

EU 22 (US 6-6.5)
EU 23 (US 7)

EU 24 (US 7.5-8)
EU 25 (US 8-8.5)
EU 26 (US 9-9.5)
EU 27 (US 10-10.5)
EU 28 (US 11-11.5)
EU 29 (US 12)



Anastasia - Pink

Andrew - Choc Brown
(boot)

Annie - Polypoint

Caroline - Navy



Abigail - Mauve

Abigail - Navy/Pink

Abigail - Pink

Aldan - White/Navy

pediped
Originals™

Originals
0-12 months

Flex™
0-6 months
2-5+ years

login
shopping cart
Items: 0 subtotal: \$0.00
800.880.1245 (US only)

home

why pediped™?

originals

flex

testimonials

photo gallery

media

store locator

contact us









Victoria - Black Patent/
Silver



Will - Navy



Zoe - Metallic Pink

★ Available in Newborn Sizes

[Click here](#) to determine the correct pediped™ size.

SIZING:

about pediped™

about us
awards & recognition
celebrity fans
press releases

Flex™ Collection

girls
boys
spring/summer 2008
best sellers
features & benefits

product info

FAQ
sizing
shipping
gift giving
product safety
care instructions

corporate

wholesale inquiries
retailer login
affiliate program
charitable donations
careers

customer service

order tracking
exchanges & returns
provide feedback
suggest a new style
suggest a store
tell a friend

EXHIBIT 2

























EXHIBIT 3

Earnshaw's

INFANT'S, GIRLS' AND BOYS' WEAR REVIEW

JUNE 2008 \$2.00

Identity Crisis

Brand-Building Fundamentals

Clothes Minded

SG Footwear Steps Into Apparel

Web Browser

Capturing Online Sales

Top Rated

Hot Props Leap From The Small Screen

Creative License

Top-notch Brands Add Character

CELEBRATING
90
YEARS

She added that accessories and items like diaper bags "go like crazy" online, while blankets don't sell well because consumers like to touch them. While she has always been open to online retailers, some of her vendors are still unsure. "There are some brands who won't sell to online retailers, or limit the number of online retailers that sell their products. I think this is a mistake because the online market is growing every day," Bigler added.

Lynn Meyer, a New York-based rep for brands like Extrasmall, MP Socks and Bumkins reported that both she and her vendors are comfortable working with e-tailers, though she doesn't drop ship. "I find that the furniture and [juvenile products]-oriented sites ask for drop shipping, but apparel suppliers don't want to do it," she said. Meyer checks out the businesses before selling to them, but from there she doesn't patrol the shops. "When e-tailers go into business and set up the parameters for their company, they don't usually winds up mid-stream from specialty to off-price," she said, adding, "I haven't been burned. Maybe I'll feel differently if that happens."

A successful online business, Parker of Rock Town stated, is having a Web site like a store. She employs an expert Web designer to keep the site looking fresh, hip and clean. "Know that [the Web site] is your shop," she advised. "Would you let your store look like junk? You have to invest in your storefront, which happens to be your computer. People are scared; if things don't look the right way, they are scared to buy. We have our bright appearance; it's fail. We spend money to change ads and pages, but you would do that in your store." Branding is key, and can earn the trust of both manufacturers and customers. "It's really important that people know where their product is coming from," Adamson added.

Gray of eMarketers agreed that a combination of retail outlets might be the key to success. "People who shop across multiple channels tend to be bigger spenders—more educated, more tech-savvy," he said. "You can use your Web site and your store to accomplish different objectives," he suggested, like showing a wider product selection online, where space is

not at a premium or showing high-end goods. "It seems like it's easier for online retailers to sell higher-end items because their customer base is not limited to their local demographics," Bigler said.

Reps and retailers agree that there are advantages to having both a brick-and-mortar store and an online presence. "Manufacturers will sell to [e-mail-only business], but they are not just going to sell to anyone. If they have a brick-and-mortar store I will sell to them, and then they can put it on their site," Tennen said, suggesting that all stores have an e-commerce site to remain competitive. "If you're serious about service in this market, you cannot do one without the other," stated Ali Wang, CEO and founder of Giggle, with retail locations in San Francisco and New York as well as a strong e-mail site. "For example, customers are looking for help when it comes to parenting. On the Web, we can give checklists or guidance as a resource. For things like basics, it is a good replenishment resource. To me, it's just an extension of [the service we provide in-store]. They are two halves of the whole." ■

Soft-Cushioned Soles • Velcro Fasteners • 100% Leather
Indoor/Outdoor Use • Sizes 0-24 Months

www.pediped.com

wholesale@pediped.com

(800) 860-1245

Parents

PARENTS.COM

JULY 2006

POTTY TRAIN
YOUR CHILD IN
ONE DAY

**NOT A PERFECT
PARENT?**

6 REASONS WHY
THAT'S GREAT
FOR YOUR KIDS

**DROWNING
DANGERS**
READ THIS ARTICLE
RIGHT NOW!

**BEST BABY & TODDLER TIPS
(MOM-TESTED)**



**TRYING
FOR A BOY?
A GIRL?**
HOW SCIENCE
CAN HELP

\$3.50 U.S.A. \$4.50 Canada

07>



Wonder time

Celebrate
your child's love
of learning

APRIL/MAY 2007

Not Sleeping—Like a Baby

Plant, Pick, Eat: A Child's Garden

3 Great Un-bored Games

Pre-School of Rock

Do Bribes Corrupt Kids?



DISPLAY UNTIL MAY 15, 2007

14.95/16.95 CAN

05>



wonder time.com

Teach your child to . . .

skip a stone tie her shoes be a closet reader push the right buttons

shopping basket

A Selection of Offerings from Our Advertisers



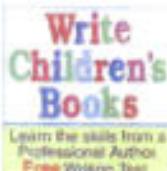
Americas Best Value Inn
Innkeeper

Americas Best Value Inn is a family of over 700 inns, hotels and suites throughout North America offering hometown pride, comfort, quality and exceptional value. For reservations, call 888-315-2378 or visit www.AmericasBestValueInn.com



Orajel
toddler
TRAINING
TOOTHPASTE

Make brushing fun with **Orajel Toddler Training Toothpaste**. It's fluoride free and safe to swallow. Your kids will love the flavors of Bubble Burst, Fruit Splash, Berry Blast and new Tooty-Fruity. Visit www.orajel.com for more tips on making brushing fun.



Ever dreamed of being a published author? Writing for children is a great place to start. www.writingforchildren.com/Q0671



A story is more than just something to read, it's a way to dream and discover. And with a special animated friend like **T.J. Bearytales**, your child can enter a world of imagination that leads to a lifetime of learning adventures.

Jayco, America's Most Livable RVs, is the largest privately held manufacturer of recreation vehicles in North America. The company builds and markets camping trailers, travel trailers, fifth wheel trailers and motorhomes.



Introducing the **Baby Einstein™ Mealtimes** line, by Playtex®. Designed with our feeding specialist to help your child learn to feed himself at every stage. With colors, shapes and language to create wonder and delight at mealtime.



Nature's gifts are little treasures - from the khaki blazer to the perfect floral dress. The **babyGap** collection this spring is inspired by nature, with natural linen and cottons in soft colors. All for your little treasures.



My First Signs, a playful introduction to 20 common words and phrases from baby's world - including "mommy," "daddy" and "I love you" - both spoken and in sign language. **John** **Good** **Guest** **Marielle Mallin** **as** she demonstrates this exciting way for babies to express themselves even before they've mastered verbal communication. Now available on DVD.

© The Best Edition Company, LLC. All Rights Reserved.

Sears Portrait Studio

Trust **Sears Portrait Studio** for all your special moments. From your baby's first tooth to your child's fifth birthday, our photographers have the experience and professionalism to capture the moment perfectly. Call today! 1-888-PORTRAIT.



L'il Critters® Gummy Bear Vitamins provide essential vitamins and minerals, with no artificial colors, flavors or preservatives, to help kids grow happy, healthy and strong. Kids love 'em! Parents trust them. Gummybearvitamins.com

Kellogg's



When you hear the Snap! Crackle! Pop! of **Kellogg's® Rice Krispies®** cereal calling, you know it's a chance to share both food and fun with your child.



blue skies ahead
Soar into spring with our great new styles, available in stores today. Shop at the location nearest you or visit us online at childrensplace.com

advertisement

Shopping Basket Spring Sweepstakes

Outfit your child this spring with fashions from **The Children's Place** and **pediped™**.

Five winners will each receive a \$40 gift card from **The Children's Place** to use at any of the 850+ locations, plus a pair of child's shoes from **pediped™**.



PLACE

The Children's Place carries favorite head-to-toe looks for boys and girls, sized newborn to 14. Offering everything from casual basics to comfortable

dresswear. Let **The Children's Place** outfit your child for spring!



pediped® **Shoes** **combine** **comfort** **and** **fashion** **into** **a** **shoe** **that** **is** **pediatrician** **recommended**. **pediped**® **footwear** **is** **the** **next** **best** **thing** **to** **bare** **feet**!

To Enter: Please send your full name, address, and phone number on a 3" x 5" index card and mail it inside a postage prepaid business size envelope to:

"Shopping Basket
Spring Sweepstakes"
114 Fifth Ave, 16th Fl
New York, NY 10003

NO PURCHASE NECESSARY. Void where prohibited. To enter, mail an index card with your name, address, and phone number to: "Shopping Basket Spring Sweepstakes", 114 Fifth Ave, 16th Fl, New York, NY 10003. Odds 1:1,000,000.00. Open to legal residents of the 48 contiguous United States and the District of Columbia, age 18 and older as of 4/15/08. Void where prohibited. © 2008 The Children's Place, Inc.

PARENTS.COM

MAY 2007

Parents

142 Birthday Party Ideas

BITING
TANTRUMS
HITTING
(THE 1-MINUTE FIX)

IS YOUR HOME
AN ALLERGY
MAGNET?

TEACHING
RESPECT
IN A RUDE WORLD

THE BEST WAYS
TO SHARE
PHOTOS ONLINE





next best thing to bare feet



I just received my daughter's first pair of pediped®. She is 15 months old and had never worn shoes. I put pediped® on her and she refused to let me take them off. I had to wait until she was asleep to take them off.

- Julie E.

I bought my first pair of pediped® shoes for my daughter based solely on their look and quality. I purchased them when she was 10 months old. Now that she is starting to crawl and is nearly ready to walk, I appreciate how good they are. I have had many compliments from my pediatrician even approved of them! Thank you.

- Kim M.



Soft, Cushioned Soles • 100% Leather • Indoor/Outdoor Use

www.pediped.com

★ Spring/Summer Collection

pediped® is available at fine children's boutiques and department stores including:
Babies "R" Us • Bon Ajour • BabyStyle • City Shoes • BuyBuy BABY • Giggles • Brooks Brothers for Kids

CS

Call our website or call (800) 880-1245 or (703) 567-6311 to find a retailer near you and to view our other 35+ styles.

ALL THE BEST FOR YOUR FAMILY

cookie

KID
FURNITURE
that grows
with them

P. 106

5
EASY
DINNERS
(1 Afternoon)

P. 108

PLUS
THE BEST
DIY Halloween
Costumes,
Crib Bedding
& Superhero
Outfits

JULIANN
MOOR
on marriage
motherhood
and her
many freckles

SAVOR
PIE
Delicious
one-dish
meals

99
ways to save
time, money
and the
environment

GOOD CLEAN FUN

ADDRESS, TRAVEL, AND DECORATE FOR A HEALTHY PLANET





next best thing to bare feet



Soft, Cushioned Soles • Premium Leather • Indoor/Outdoor Use

www.pediped.com

Visit our website to find a retailer near you or enter coupon code **cookie107** for free shipping
(800) 863-1245 or (202) 567-0311



PARENTSMAG.COM

OCTOBER 2007

RAISE A KID WITH A BIG HEART

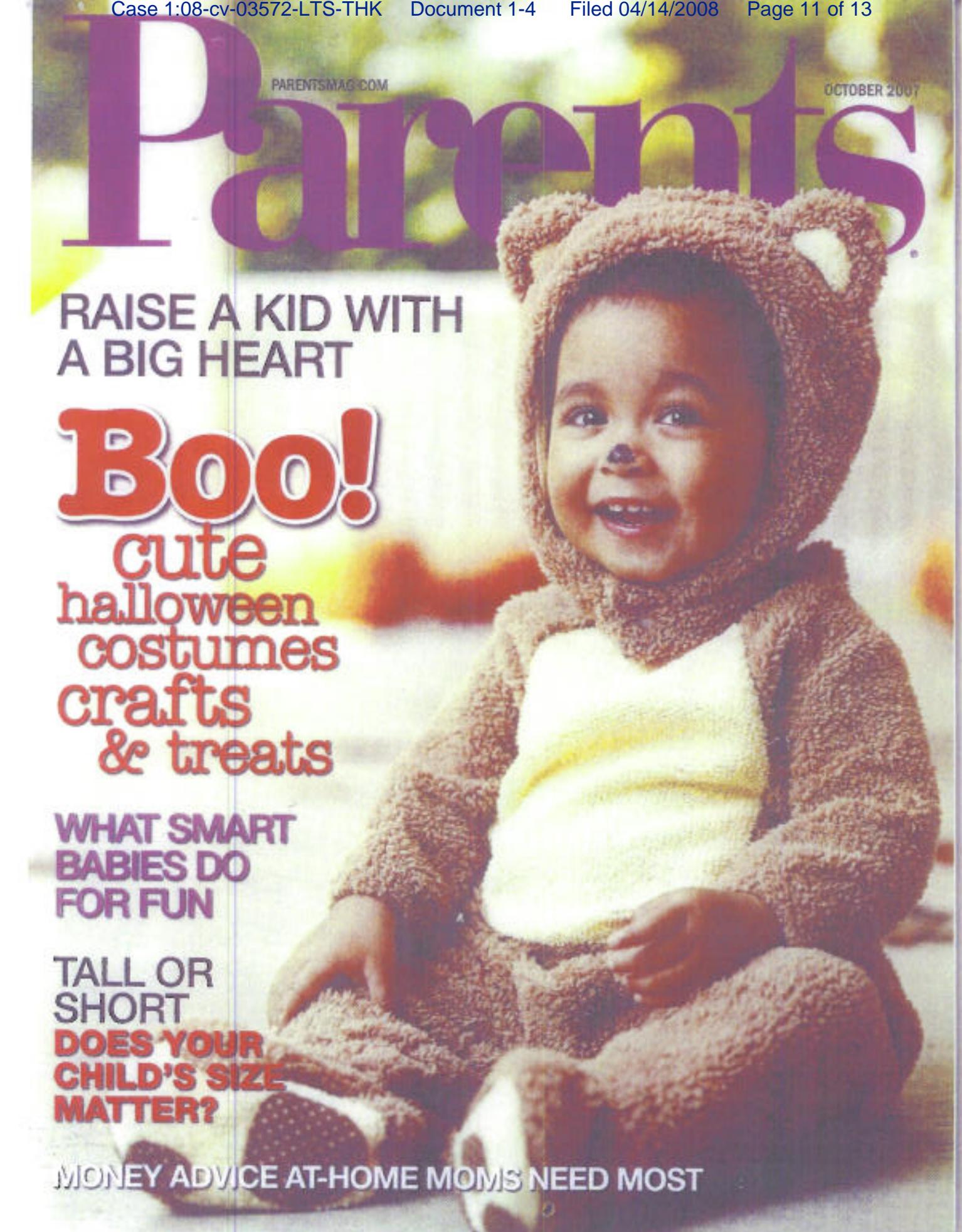
Boo!

cute
halloween
costumes
crafts
& treats

WHAT SMART
BABIES DO
FOR FUN

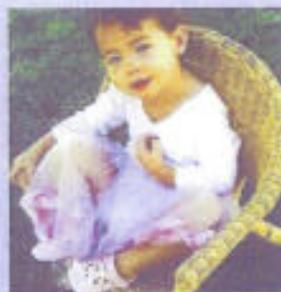
TALL OR
SHORT
DOES YOUR
CHILD'S SIZE
MATTER?

MONEY ADVICE AT-HOME MOMS NEED MOST





next best thing to bare feet



Soft, Cushioned Soles • Premium Leather • Indoor/Outdoor Use

www.pediped.com



pediped™ footwear

1800 581 1745 or 1700 567 0311

pediped™ is available at fine children's boutiques and department stores including:
Neiman Marcus • Von Maur • babyville • GLY Shoes • buybuy BABY • The Little Piggy Webs • Cotton
Cafe • Gap • Fred Segal • Giggle • Brooks Shoes for Kids

Visit www.pediped.com for find a retailer near you or
enter coupon code parents107 for free shipping

All orders received by 2pm (PST)/3pm (EST) will ship the same day
via 2-day shipping (continental US only)

US sizes 6 to 7, MSRP \$29 - \$31



Trick Your Body Into Staying Young



**Renée
Zellweger**

Her Secret to a
Happy Single
Life

Reader's Digest

rd.com

**33 GREAT
NEW IDEAS**

Money, Health,
Work, Love
& More

THE VITAMIN HOAX

10 Not to Take

**SPLIT-
SECOND
HEROES**
of the Bridge
Disaster

**Homeowner
ALERT**
The New
Risk to
Avoid



pediped



next best thing to bare feet



Soft, Cushioned Soles • Premium Leather • Indoor/Outdoor Use



www.pediped.com

Visit our website to find a retailer near you or enter coupon code **RD117** for free shipping.
(800) 880-1245 or (702) 567-0311

THE WORLD'S FINEST PARENTING MAGAZINE

Junior

DECEMBER 2007
WWW.JUNIORMAGAZINE.CO.UK

100
ISSUE

PEACE & GOODWILL
No stress, no tears – just fun!

MAGIC
sparkle
&shine

Brilliant gifts for
Santa's big delivery

TOP 100
CHILDREN'S BOOKS
OF ALL TIME

Presenting Junior's
exclusive list of
best-loved reads

THE GIFT
OF GIVING
without spoiling
your child

PARTY
FROCKS
THAT
ROCK

100s
of great ideas to
create your
BEST
CHRISTMAS
EVER!

FASHION * HEALTH * LIFESTYLE * EDUCATION

ISSUE 100

£3.50



9 771461 362051



next best thing to bare feet



ACCEPTED



Soft, Cushioned Soles • Premium Leather • Indoor/Outdoor Use

www.pediped.com

800.580.7440 or 901.567.6311



WHAT MATTERS TO MOMS

Parenting

KEEP
YOUR
BABY
HEALTHY
THIS WINTER

6 MARRIAGE
“RULES”
HAPPY
COUPLES
IGNORE

7 THINGS
ALL PRESCHOOL
MOMS NEED
(besides patience)

HOLIDAY
SAFETY

Baby
Games!
BRAIN-
BOOSTING
FUN

BUSY
MOMS’
GIFT
GUIDE

COOL FINDS—FROM \$2 TO \$50

Parenting.com

ISSUE \$4.99 CAN

01



0 74820 08800 1

pediped



next best thing to bare feet



U.S. Children's sizes 0 to 7



ACCEPTED



Coming Spring 2008... the evolution of pediped™!



Visit www.pediped.com to find a retailer near you or enter coupon code "parenting127" for free shipping.
800.880.1245 • 702.567.0311

WORKING MOTHER

BACK TO SCHOOL

Fresh fashions, great gear & smart solutions for an A+ year

RAISING THE BAR

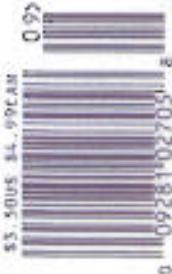
Cheers to the 50 Best Law Firms for Women

Friends don't let friends look awful...

Quick fixes for tired eyes, blah skin & bad hair days

Crazy schedule?
Find help in the most unexpected places

AUG/SEPT 2007
www.workingmother.com



PLAYTIME
Games to unleash your silly side

FREEZE IT!
Meal prep made easy





next best thing to bare feet



Soft, Cushioned Soles • Premium Leather • Indoor/Outdoor Use



www.pediped.com • (800) 880-5245 or (202) 567-0311

pediped® is available at fine children's boutiques and department stores including:
 Nordstrom • Von Maur • BabyStyle • OLD NAVY • buybuy BABY • Giggle • Brooks Shoes for Kids • This Little Piggy Went to Town.
 Visit www.pediped.com to find a retailer near you or enter coupon code **WM6609** for free shipping.

Available in US sizes 0 to 7 (newborn - 24 months+) MSRP \$29 - \$31

hydrocortisone cream, bandages, gauze, tape, an ice pack, tweezers, sunscreen and insect repellent. And maybe a few Swedish Fish to ease the pain.

To prevent fussing and fighting, give each child his or her own "zone" in the car, says Dr. Hogan. "All kids should be placed in car seats until age four and booster seats until age eight and use seat belts afterward." Physically separating them in this way may keep arguments to a minimum.

Soothe crankiness creatively.

By mile 453, you've worn out the Dr. Seuss audio books and Dora the Explorer soundtracks. Everyone's grumpy and tired—including you. That's when you break out the following activities:

Docu-mama Bring a camcorder along so you can record songs, stories and trip events for an audiovisual history of the journey. Older kids can help shoot video and interview family members.

Bead it Reward young kids with a pretty bead for every specific area attraction

they spot—sightseeing billboards, strange restaurants, unusual license plates, birds and other animals.

Numbers game Have kids guess how long it will take to reach a distant mountain, how much lunch will cost or how many white cars will pass by in the next mile. Dole out boxes of raisins as prizes.

Seal the deal.

What you do at the end of a road trip is almost as important as what you do at the beginning of it. When children

remember how much fun they had on the journey, they'll be raring to go on another one—and your future travels together will become a lot easier. While you're away, have kids keep a journal of their impressions, written on the back of local postcards. Send them home so everyone can read them when they get back, then put them in a trip scrapbook. Don't forget to play the video you've recorded, too. With luck, your children's memories of the trip will last far longer than the trip itself. —Melinda Dodd

Sightseeing Sites

Find more tips for terrific trips at these family-friendly Web sources:

Roadside America (www.roadsideamerica.com) Find weird and wonderful tourist attractions, from the World's Largest Cheeto to the Buggy Creek Monster to the Smallest Church in all 50 states.

America's Byways (www.byways.org) Why stick to those boring old highways? This government site has photos, maps and details about the most scenic and legendary drives in the country.

We Just Got Back (www.wejustgotback.com) Here's the inside skinny on top road-trip destinations from families who've already been there—and lived to tell the tale.

Celebrate
your child's love
of learning

Wonder time

WINTER 2008-2009

Why Kids *Should* Talk Back

The Top 13 Toys of All Time

Childbirth—What a Pain!

Games for Holiday Get-Togethers

Tantrum, Uninterrupted



Teach your child to . . .

use chopsticks be a volunteer make rock candy own her tiara

From the Editors of
FamilyFun

DISPLAY UNTIL JAN 16, 2007
EA. 95 US \$5.95 CAN



0 74651 08031 3
wondertime.com

gifts that delight



Soft cushioned soles, velcro fasteners & 100% leather make pediped™ "the next best thing" to bare feet. Indoor/outdoor use. Newborn to 2 1/2 years (sizes 3 - 8). Find a retailer near you at www.pediped.com or enter coupon code "wondertime" for free shipping.

(702)567-0311



Preschool Prep Series Products

AWARD WINNING



Educational DVDs That Produce Results

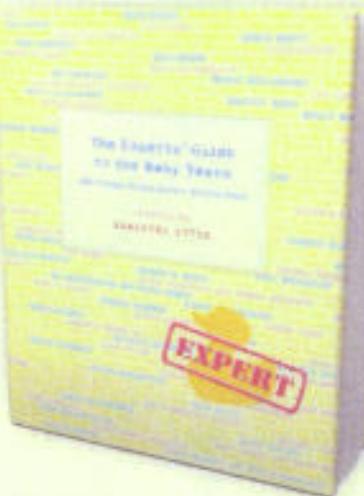
A study of over 50 babies and toddlers, who watched *Meet the Letters*, resulted in over 90% of these children having complete upper and lowercase letter recognition. Many learned in less than two weeks! Most impressively, nearly 70% of children under 24 months of age mastered the alphabet.

www.preschoolpreps.com
866-451-5600

advertisement

holiday gift guide

The Must-Have Gift for New Parents!



by [Clarkson Potter/Publishers](http://ClarksonPotter.com)
ClarksonPotter.com

100 of the world's most trusted parenting experts provide practical advice on every aspect of the baby years, including:

- DR. BILL SEARS on Managing Teething
- WENDY BELLISIMO on Designing a Nursery
- DR. HOWARD MURAD on Reducing and Eliminating Stretch Marks
- KATE SPADE on Packing a Diaper Bag
- DR. HARVEY KARP on Calming a Crying Baby
- AND 95 MORE...

AVAILABLE WHEREVER BOOKS ARE SOLD



Wondertime is looking for more ways to connect with you!

Join the Wondertime Reader Panel, and share your thoughts with us.

The panel consists of reader volunteers who we contact periodically via e-mail and ask for opinions on various Wondertime topics, such as family traditions, kid-centric home design, and savvy solutions to parenting conundrums. When we have a question, we send panel members an invitation to complete an online survey. In return, not only do you win our eternal gratitude, but there are cash and prize incentives as well.

To find out more, and to decide if you'd like to join, visit wondertime.com.

Visit us at latina.com

EAT LATIN. LOSE WEIGHT.

(This month's Latina Diet!)

9 SECRETS FOR SEXY CURLS

12 EASY RECIPES!

Including perfect
frijoles, delicious
quesadillas &
low-fat
dinners

THE BEST LATIN MUSIC YOU DON'T KNOW PLUS: CHAYANNE GETS NAKED

SARA RAMIREZ The *Grey's Anatomy* star—bold, beautiful and breaking the mold

Spring looks for your curves

APRIL 2007



You're a Star!

Today's hottest jewelry look is yours for less than you ever dreamed possible. The personalized name necklace in Sterling Silver is just \$39. (Search style 15749.) Get FREE SHIPPING with code SHIPLAT4. Visit www.limopesjewelry.com or call 1-800-253-0959.

jessica

Save the ta-tas!

For fun. For attention. Fashion with a purpose. Buy ta-tas® and help fight breast cancer! 10% discount with code: LTA07 at www.savethetatas.com

Best Buys for Spring by joieffy

Talk to the Experts



\$10 FOR TEN MINUTES

new members only. satisfaction guaranteed.

PSYCHIC SOURCE™

The First Delicious Way to Lose Weight!

The Hollywood Cookie Diet™ works! Packed with nutrients. Easy-to-follow meal replacement. Only \$19.95 for 3-day supply.

Self-satisfaction and success guaranteed. www.hollywoodcookiediet.com or 1-800-467-2805

Live Psychic Readings

You'll be surprised at what we can tell you in 10 minutes. Call Psychic Source for your authentic psychic reading by phone. Live readings available 24/7. Call 1-866-399-3485 and mention code: 40001. For ent. only. 18+ www.psychicsource.com



advertisement



Bye Bye Cellulite

Hello Sexy! CBS, NBC, ABC & FOX reported Cellulite with pharmaceutical Aminophylline visually slims, smooths & firms your legs & derriere in 30 days. 9 clinical trials at UCL. Cellulite Work! 1-866-622-3550 or visit www.Cellulite.com for a free trial!



Nyce Legs Spray On Stockings

Get the look and feel of real nylon stockings without the fuss, bother, tears and runs—in just seconds! Better still, NYCE LEGS won't come off your skin during the day—but rinses off easily with soap and water. One 5 oz. can do up to 15 applications. Make sure your legs look extra nice with NYCE LEGS! \$19.95, www.nycelegs.com or 1-800-336-1968



pediped™ soft-soled infant footwear

New Spring/Summer 2007 collection available now! Soft, cushioned soles, 100% leather and indoor/outdoor use make pediped™ the next best thing to bare feet. 35+ styles available in US sizes 0 to 8 (newborn-24months+) for girls & boys. Find a retailer near you at www.pediped.com or enter coupon code: latina4 for free shipping. www.pediped.com or 1-800-880-1245



BY VARGAS STUDIOS.COM, MODEL: ANABEL

WHAT'S HOT

LATIN GIRL MIRACLE SKIN CREAM AND PAPAYA FRUIT CLEANSER THE FASTEST SELLING SKIN CARE PRODUCTS WORLDWIDE. FOR A FREE SAMPLE OR STORE NEAR YOU CALL 1-866-739-9528 OR VISIT WWW.LATINGIRLCOSMETICS.COM

by haute media inc. to advertise your haute product 1-866-40-HAUTE
email: janele@hautemedia.com

Se Habla Spanglish?

Latin Laundry's line of bilingual apparel celebrates growing up Latino in the US. They call it 'Estamos Unidos.' Stay connected to your culture without sacrificing style... \$29, www.latin laundry.com

Photowow

As seen on Telemundo, turn your favorite photos into big, fun pieces of art! Choose from 40 different designs ranging from Warhol-style to fun montages—printed large on canvas and custom framed! Prices starting at \$128. www.photowow.com or 1-800-453-8333



SPECIAL LONDON EDITION
ADDITIONAL 16 PAGES OF EVENTS, SHOPPING AND PLACES TO GO

THE WORLD'S FINEST PARENTING MAGAZINE

Junior

FEBRUARY 2008
WWW.JUNIORMAGAZINE.CO.UK

CALMER KARMA

Raising a chilled child

LESS-THAN-PERFECT

... BUT HAPPY

The rise of Beta Mummy

THE MODERN DESIGN ISSUE

TRICKY TODDLERS

The road to independence

MORE VEGETABLES, PLEASE

Tasty ways to encourage a healthy eater

PLUS
22 PAGES OF
FASHION
TRENDS

ISSUE 102 £4.99
02
9 771461 362990

FASHION * HEALTH * LIFESTYLE * EDUCATION



Olivia



Grace



Anastasia



Giselle



Collin



Jane

the next best thing to bare feet

www.pediped.com

EXHIBIT 4



Consumer Reports

Best Baby Products

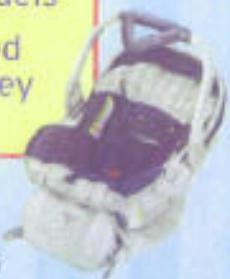
* NINTH EDITION *

The A to Z guide
to everything you need
for your baby

- Dangerous products revealed
- The best and worst brand-name models
- Handy lists of what you really need
and which items are a waste of money



by Sandra Gordon
& the Editors of CONSUMER REPORTS



At specialty boutiques, you'll see high-maintenance fabrics that require ironing or dry cleaning, such as linen and cashmere, as well as hand-knit items.

Major brands of infant wear can be found in leading department stores and retail chains across the country, online, and in catalogs. They include, in alphabetical order: Baby Gap (www.gap.com), Baby Jammie (www.babyjammie.com), Baby Style (www.babystyle.com), Bonnies by the Bay (www.bonniesbythebay.com), Carter's (www.carters.com), First Impressions Baby (available at www.marys.com), Flapdoodles (www.flapdoodles.com), Good Lad (www.goodlad.com), Gymboree (www.gymboree.com), Halo Innovations (for sleep sacks, also known as wearable blankets, www.haloinnovations.com), Hanna Andersson (www.hannaandersson.com), Lands' End (www.landsend.com), Little Me (www.littlame.com), Mulberrybush (www.mulberrybush.com), Old Navy (www.oldnavy.com), Pumpkin Patch (available at www.mardistore.com), Ralph Lauren (www.polo.com), Tailored Kids (www.tailoredkids.com), and Tommy Hilfiger (available at www.macys.com). Many of these brands can also be found at mass retailers and e-tailers such as www.target.com, www.hibbettus.com.

FOOTWEAR FOOTNOTES: LOSE THE SHOES

Shoes complete the outfit for kids, but wait until your child begins walking—usually at 10 to 14 months—before buying her first official pair of shoes. That's when a child really needs them. Jane Anderson, D.P.M., a spokeswoman for the American Pediatric Medical Association, recommends picking a first shoe with flexibility, which helps the foot develop its arch. "Try to bend the shoe in half," she says. "If it bends easily, it's a good shoe." The best shoes also have traction on the bottom so your baby won't slip easily. A shoe doesn't have to be expensive to be flexible, but in Anderson's shopping experience, the most flexible shoes are higher-ticket brands. In our opinion, that might include Merrell (available at www.shoes.com), Nina Kids (available at leading e-tailers such as www.zappos.com), Pediped (www.pediped.com), Stride Rite (www.striderite.com), and Umi (www.umi.com). And, adds Anderson, stores that sell higher-ticket brands generally have experienced sales help to make sure you buy the right size. You'll want some room at the toe, but not so much that your child will trip. Also, keep in mind that toddlers kick off anything and everything, so look for flexible shoes that lace. They're harder to take off than shoes with Velcro closures.

To keep your prewalker's feet warm outside on cool days, look for soft, elasticized baby socks or booties that cling to the feet so your baby can't kick them off. You don't have to buy the leather baby shoes you'll see everywhere, which can easily run you \$25 per pair or more, and which your baby will outgrow quickly.

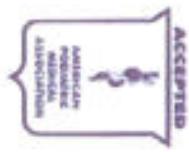
pedipedTM | [Home](#) | [Shop](#) | [Why pedipedTM?](#) | [Originals](#) | [Flex](#) | [Testimonials](#) | [Photo Gallery](#) | [Media](#) | [Store Locator](#) | [Contact Us](#)

800.880.1245 (US only)

High Quality
Shoe-making Craft
Number 1 Supplier \$30.00

awards and recognition

American Podiatric Medical Association (APMA)
- Seal of Acceptance .



pedipedTM footwear is proud to announce that it has been awarded the American Podiatric Medical Association Seal of Acceptance. The APMA Seal Program recognizes products that contribute to better foot health. For more information, please visit www.apma.org.



Earnshaw's Infants', Girls' and Boys' Wear Review

Earnshaw's

'Best Children's Footwear'
Eamie Award



**'Most Innovative New Brand'
Earnie Award**

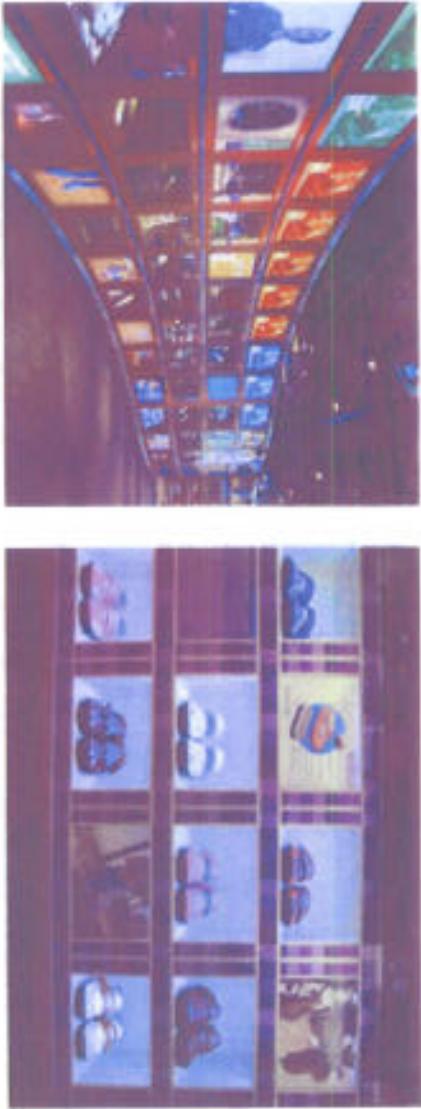
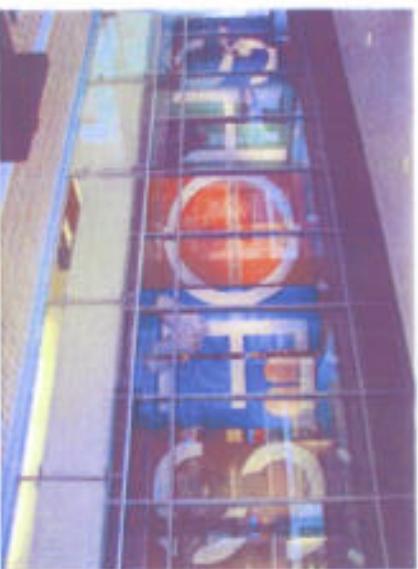


pediped™ footwear was awarded 'Best Children's Footwear' in 2007 and 'Most Innovative New Brand' in 2005 by *Earnshaw's Magazine*. For more information, please visit www.earnshaws.com.

**United States Patent & Trademark Office Museum
2006-2007 Exhibition of "Innovations in the Footwear Industry"**

pediped™ footwear is delighted to be featured in the USPTO Museum's 'Shoes: Innovations at Your Feet' exhibit which highlights shoe technology past and present. Visitors to the museum can learn the history of patented footwear and view stylish new innovations (such as pediped™). The exhibit offers a view of all kinds of footwear that incorporates 19th century modes as

well as recent accomplishments of today's footwear industry fashion. This museum was developed and is maintained by the National Inventors Hall of Fame Foundation, Inc.



The United States Patent & Trademark Office Museum
500 Dulany St., Madison West, Suite 1C65
Alexandria, VA 22314

(571) 272-0095

http://www.invent.org/about-invent-now/4_3_1-patmuseum.asp

July 2006 - March 2007

Better Business Bureau

pediped™ footwear is happy to announce that it is a proud member of the Better Business Bureau of Southern Nevada.



The National Parenting Center
- Seal of Approval -



pediped™ footwear has been awarded The National Parenting Center's Seal of Approval. This honor is given to the finest children's products on the market. Our shoes were evaluated by a panel of parents and children in a variety of categories. Testers labeled our shoes as beautifully crafted, durable and adorable. To read more about the National Parenting Center please visit www.npc.com.

about pediped™	Originals™ Collection	Flex™ Collection	product info	corporate	customer service
about us	girls	girls	faq	wholesale inquiries	order tracking
awards & recognition	boys	boys	size	retailer login	exchanges & returns
celebrity fans	spring/summer 2008	spring/summer 2008	shipping	affiliate program	provide feedback
press releases	best sellers	best sellers	gift giving	charitable donations	suggest a new style
	features & benefits	features & benefits	product safety	careers	suggest a store
			care instructions		tell a friend

-----Original Message-----

From: momsinbusiness@gmail.com [mailto:momsinbusiness@gmail.com] **On Behalf Of** Gina Robison-Billups
Sent: Monday, April 07, 2008 5:21 PM
To: deannebrian@embargmail.com
Subject: angela's nomination letter

Angela Edgeworth
Pediped

Dear Ms. Edgeworth,

We are very proud to inform you that you have been nominated for the Create Your Dreams *2008 National Working Mother of the Year Award* from the Moms In Business Network and The International Association of Working Mothers. This prestigious *National Working Mother of the Year Award* is given a woman who is currently balancing career, family and motherhood. A woman who is a leader in business, the arts and the community. **Congratulations!**

A few of the previous honorees of this award include: Carol Lavin-Bernick, Chairman of Alberto-Culver Company, Julie Clark, Founder and Creator of Baby Einstein, and Joy Thomas, Sr. Vice President at Baxter Intl.

Moms In Business Network and its sister association The International Association of Working Mothers, is the only association that represents the interests of the nearly 60 million working mothers in the United States and millions more around the world. We also award two women business owners each with a \$10,000 grant package. The gala benefits The International Association of Working Mothers, a non profit organization, to help further its mission of supporting working mothers toward independence, education, and safety. **The Create Your Dreams Awards Gala is the only nationally recognized awards gala honoring the accomplishments of working mothers.**

This year's event will be held on Saturday, May 10, 2008 at the luxurious resort destination, Loews Hotel, in Lake Las Vegas, Nevada. The event will include cocktail reception, gourmet dinner, awards show, live entertainment, and a VIP-After-Party for our honorees and sponsors. We will also host a private presidential reception for the honorees on May 9th.

Please contact us to confirm that you are able to attend the gala to accept this award. More information about the gala is enclosed.

Congratulations again on being nominated for this outstanding award.

Sincerely,

I. ***Gina Robison-Billups***

Gina Robison-Billups

President/Founder

Direct Line: 702-353-1392

--
Moms In Business Network

www.mibn.org

The International Association of Working Mothers

www.iamaworkingmother.org

Mom's Vote Matters

www.momsvotematters.org

Enjoy the Ultimate Mother's Day Weekend with Us!

Attend the 2008 Create Your Dreams Awards

www.createyourdreamsawards.com

2005 EARNIE AWARD NOMINEE



EARNSHAW'S
The Voice of Children's Books
for over 85 years.

2005 NOMINATION AWARD

Presented to

Pedipeds

For Excellence in Design

Most Innovative New Brand

Ross Garnick

ROSS GARNICK, Publisher

EXHIBIT 5



Sweet Soles

A cushy treat for tiny feet

Pediped shoes, that fabulously fun line of velour footwear designed by real-life parents Angels and Brian Edgeworth (and recommended by pediatricians) has some nifty new styles to announce. Perfect for play dates at the park or romping around the back yard, the soft-soled shoes are made with a double layer of leather, plus a foam gel on the soles for extra cushioning. Velour fabrics add even more comfort and convenience, lauded as "the new best thing to have for pedicabs" are certainly making the rounds in Hollywood, with Julia Roberts, Courteney Cox and Britney Spears counted among the footwear fans. \$28-\$36, pediped.com.





60's, when the magazine's namesake, and where the Pimpadour has originated. Clean for budding shoppers: \$8.99 Scholastic Store, 410 Central Park Ave., Scarsdale, 725-7201; scholastic.com

10 Baby Steps

Even infants need to step out in style this season. And that's where pediped comes in. A favorite among celebrities like Julia Roberts and Courteney Cox, their new line includes over 30 different styles. Made from quality leather, you'll find everything from embroidered Mary Janes to mocassins (\$25-\$30). Baby Bebe's, 36 Main St., Tarrytown, 524-8142; Miller's, 326 Main Street, Mahwah, 696-5020; "www.10steps.com"; 1-800-227-2272; pedipedbabystyles.com



http://www.pedipedbabyshoes.com/Images/assets/Chicago_Tribune_Article.jpg

Chicago Tribune



By Whitney Johnson
Illustration by Karen Karp



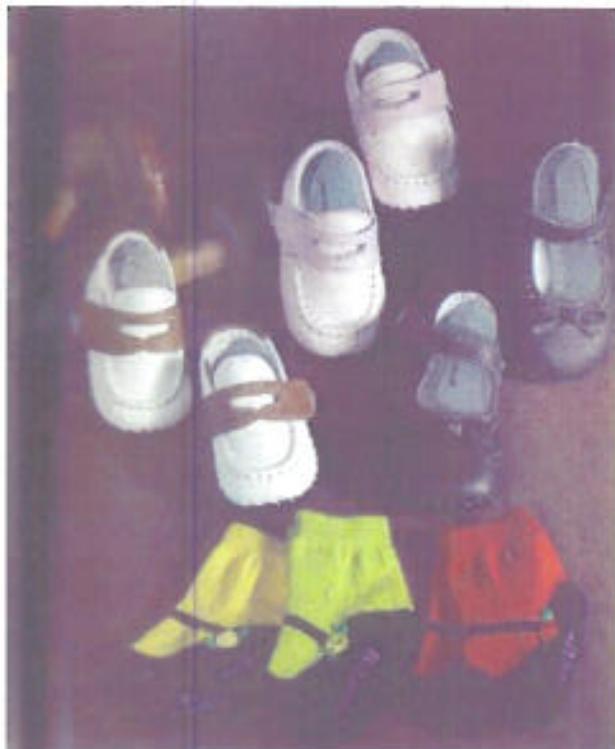
Pediped 

600-580-1243

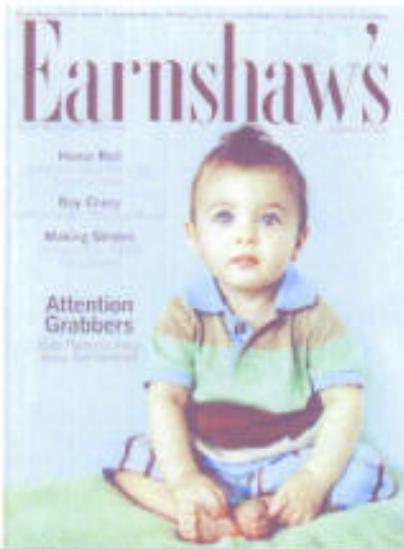
www.pediped.com

little feet need little shoes...
and these are some of the most
darling. Look here for leather
shoes in very grown-up styles.





◀ Finding fashionable footwear for little ones can be a sizeable "feat," but two companies are making parents' hunt a little easier. **Pedipeds**, started by Nevada Angerer and Brian Edgeworth, combine style and soft soles to suit boys and girls, up to 2 years of age. Soft soles "enable children's feet to grow naturally and to develop musculature and strength," says Pedipeds' mission statement. **Trumpette** socks also showcase an alternative to the traditional hard-soled shoe. The California-based company, founded by Jon Stevenson, socializes in whimsical socks — think animal prints, roses or ballet slippers — for youngsters. **Bec & Sam's**, 6612 Telegraph Road, Bloomfield Hills, 248-539-0500; **The Purple Bear**, 244 E. Maple Road, Birmingham, 248-645-0400; and **Oliveboden**, 711 N. Fourth Ave., Ann Arbor, 734-668-1887.



16

MARCH 2008

STYLING: KAREN KEE

Pediped Rolls Out Rubber-Soled Shoes for Big Kids

Beginning in February, parents disappointed their children have outgrown Pediped's flexible-soled line of foot-wear for ages 0 to 24 months will take a new option. A rubber-soled footwear collection for children 2 to 5 years old will be available in U.S. and international stores for Spring '08.

Based in Henderson, Nev., Pediped is known for its podiatrist recommended soft-soled, baby and toddler shoes which support natural foot motion for children's

growing feet and can be worn indoors and outdoors for play and formal walking. The new styles for older children will be consistent with Pediped's signature design. Twelve girl styles and 8 boy designs will be available in sizes 6 to 12, including slip-on sneakers, runners, high-tops, Mary Janes and open-toe sandals that incorporate designer fabrics, patterns and more. The shoes, which wholesale for \$19 to \$24, will debut on the vendor's Web site before hitting retail next spring. Contact Pediped at (600) 880-1245 or visit www.pediped.com.



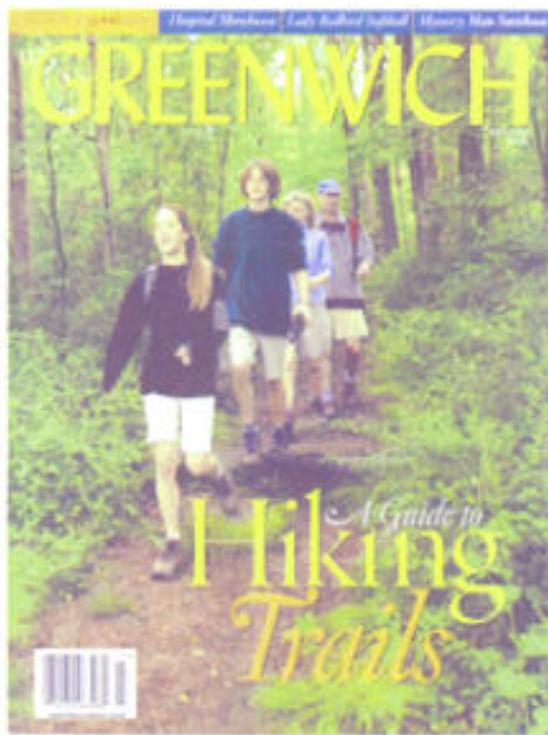
family | fashion & accessories



wee style

DwellStudio's 1950s-inspired Room-Mate **crib set** (\$315) will make you want to crib your '50s style (you can, with Dwell's adult line, Silhouette, Barn Dandy, small-scale "Snoo" **lunchpails** (\$36) showcase owner Polly Wilson's original whimsical designs. Pediped's soft-soled leather **shoes** (about \$29) with Velcro closures reinterpret traditional favorites, such as penny loafers and Mary Janes.





Steping out with your
laby means a new pair
of shoes, ones with soft,
cushioned soles that bend, are
made from a breathable fabric like
100 percent leather, and have a broad toe
and a flat heel for mobility. **REDFED** shoes
4528-3421 come in over thirty styles
for boys and girls, sizes newborn
to nearly four months.
Available at
Nordstrom
superpol.com
—S.T.A.



PREMIER ISSUE

PREGNANCY & newborn

SMART SAVVY SEXY MOMS

204 pages of fabulous fall style for mommy, gotta-know and baby

Get the birth you want

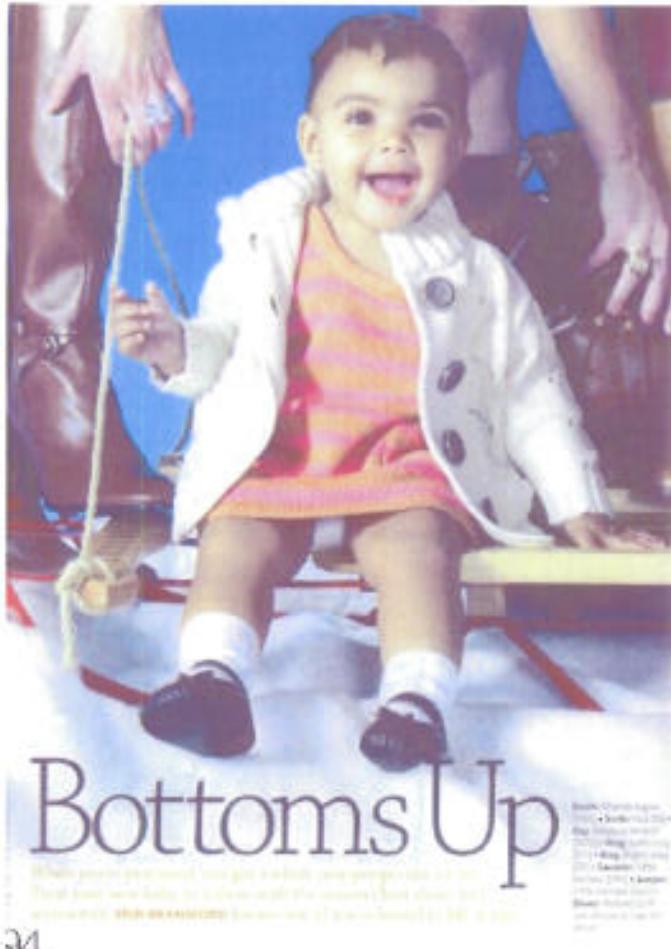
PLUS

LOSE the guilt!

Do you really need a tummy tuck?



London Sole Pirouette Flat, londonsole.com, \$150.
Nina shoe, pediped.com, \$29.





Fresh, fashionable finds for your little one this season:

springtime cool



1 Think Spring Color patterns and green colors are trademarks of children's clothing company Zutano, and their Spring Collection is no exception. Hooded Zip Top in Red (\$34.00), Cabana Stripe T-Shirt (\$24.00) and Lapstone Shorts in Green Tee (\$26.00). All items available on www.zutano.com.

2 Soft and sweet for little feet A new idea from the "Mamas" who make Children's soft slippers. Now come in four "Mamas" faces and a super comfortable, fun way to dress up your little ones. And, and if keeps them dry, too! Toddler Bear SLUGGIE™ Sock (\$14.95) available at www.mamas.com.

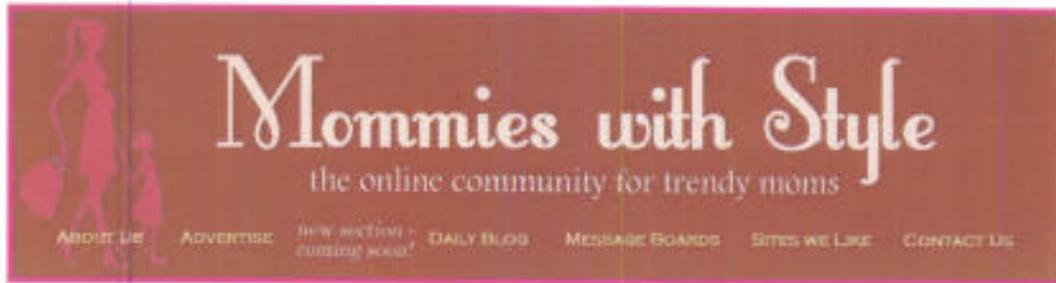
3 Smart design, happy preemies The preemie gear is nothing unique from Ameri-CLIC, but a more comfortable experience for your preemie, even if they are dealing with sores, infections, heart monitors and more. Take on the sticky foot railing in place, labels are on the outside of garments, and velcro on the front means you never have to undress the baby to adjust zippers and sores. Sleepers with Front Opening in Lattice, Teddy, Avery & Gingers (\$15.99) on www.amiclic.com.

4 Second only to bare feet These cute shoes make us want to run fast and busy all day for our 20th-anniversary. The soft-soled, hand-attached designs from Pedipads are 100 percent leather, allowing little feet to develop naturally while providing optimal support, protection and fit. Plus they're easy to put on and off! "Caroline" in Pink, "Liam" in Light Brown and "Wesley" in Red (all \$29.00) available on www.pedipads.com.

5 Double the choices for little ones The Little Lamb line from Robeez offers two items: Preemie up to 4 pounds and just their (a 7 pounds). A soft palette is perfect for Spring and, as we all know, the color makes a big difference when it comes to diapering and dressing your preemie. Long Johns in Butter Stripes (\$29.00) Diaper (\$17.00) on www.robinez.com.







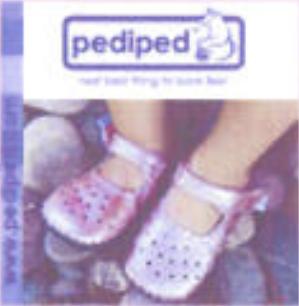
Mommies with Style
the online community for trendy moms

About Us ADVERTISE SHOW HISTORY DAILY BUGG MESSAGE BOARDS SITES WE LIKE CONTACT US

MARCH 20, 2007

Comfy shoes for baby from PediPeds

So I just got the baby a bunch of shoes from [PediPeds](#). With his big brother, I only did a couple pairs of Robeez early on - and I never really loved them, look wise or other. Not that there is anything wrong with Robeez - they have a quality product - but I've never been a huge fan of the soft-soled look on babies. But as this site grew, Julie became the guru on soft-soled shoes and I kept hearing her talk about [PediPeds](#). So when I recently had #2, I knew I wanted to check them out.



So I got a couple pairs to use with him in the summer and fall. I really love the look. They are soft-soled, which is important with babies who are learning how to walk. (As they grow and learn how to walk, if your baby has to be in shoes instead of being barefoot, soft-soled is recommended due to development purposes.) They have black soles that are stitched on (cute), and 100% leather. They go up to 24 months. And love that they close with velcro and not elastic - seems easier when slipping them on and off squirmy feet. And personally, I think the styles are really classic looking.

CELEBRITY BABY BLOG

Sponsor: pediped footwear has celeb following

By Gina Maher



pediped™ footwear combines comfort, quality and style to provide a soft-soled shoe that is great for indoor and outdoor use yet pediatrician recommended. Made from premium leather, **pediped™** provide the ultimate in baby comfort. Because of its many beneficial attributes that promote quality foot health, **pediped™** has just been

awarded the prestigious 'Seal of Acceptance' by the *American Podiatric Medical Association* and is also featured in *Consumer Reports®* 2007 Best Baby Products guide.

pediped™ also has a large celebrity following. **Angelina Jolie** was recently spotted purchasing **pink Lauren loafers** for her daughter **Shiloh**. Other celebrity fans include **Heidi Klum**, **Julia Roberts**, **Jon Stewart**, **Denise Richards** and **Britney Spears** (just to name a few).

Recommended by podiatrists and pediatricians alike, **pediped™** footwear are a smart choice for fashion conscious parents concerned with the long-term development of their children's feet.

EXHIBIT 6



smiles. hearts. smiles.

[THE COLLECTION](#)[ABOUT JACK AND LILY](#)[STORE LOCATOR](#)[CONTACT US](#)[Shopping Bag](#) [Customer Service](#) [Size Chart](#)[Check the Homepage](#)

NEW STYLES for BABIES AND TODDLERS

FREE REGULAR SHIPPING ENTER CODE (FREESHIP) AT CHECKOUT. US/CANADA ONLY.

coral/pink metallic infant
(1005)

pink metallic infant (1006)

purple/silver metallic infant
(1007)blue/silver metallic infant
(1008)white/silver metallic infant
(1009)tulip shoe/pink metallic
(1114)

swirl/pink (1107)



flower power (1232)



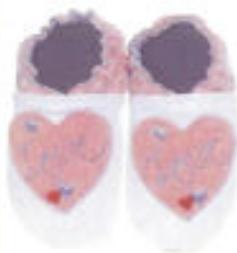
flower power (1233)



pretty pink/white (1402)



love hearts (1400)



love flowers (1400)



daisy patch (1204)



tickle shoe (1115)



beautiful bunnies (1316)



cute kitty (1308)



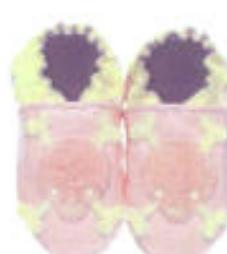
smiling faces (1412)



smiling star (1204)



perfect penguins (1320)



jelly stars (1404)



perfect princess (1401)



delightful flower (1200)



adorable baby bear (1201)



peaceful berry (1405)



jewel flower (1309)



precious poodle (1317)



newborn flutter (1207)



lovable leo (1205)



tickle shoe (1112)



cute kitty (1314)



sailboats (1550)



perky penguins (1319)



cheeky monkey (1307)



handsome prince (1300)



amorphic baby bear (1320)



snoring foxes (1302)



friendly giraffe (1350)



jelly beans (1463)



playful puppy (1312)



lovable lion (1304)



bubbly happy whale (1327)



delightful daisy (1201)



climbing hedgehog (1323)



view from above (1206)



sing-along birds (1316)



enchanting snail (1322)



charmed butterfly (1318)



charming frog prince (1317)



winged dragon (1316)



soccerman (1402)



football (1501)



baseball (1500)



bubbly baby whale (1521)



endearing elephant (1502)



cheeky choo choo (1503)



playful puppy (1511)



friendly giraffe (1504)



sweet cherries (1406)



cheeky monkey (1503)



sandal (1506)



shoes - blue (1107)



sandal - chocolate (1108)



shoes - cream (1106)



sandal - white (1110)



shoes - navy blue (1106)



blue/orange trainer (1604)



crown/red trainer (1601)



pink/fuchsia trainer (1621)



crown/brown trainer (1602)



gold/green (1105)



solid - blue (\$100)



solid - navy (\$104)



solid - pink (\$100)



solid - white (\$102)



solid - chocolate (\$100)



pretty pink bows (\$110)



pretty white bows (\$112)



baby boots / socks (\$100)



baby boots / socks (\$102)



baby boots / socks (\$100)



baby boots / socks (\$100)



baby boots / socks (\$100)

[Catalogue Request](#)
[Shipping](#)
[Return Policy](#)
[Email Sign Up](#)
[Tell a Friend](#)
©2006 Jack and Lily. All Rights Reserved. Soft-sole leather baby shoes, leather boots, leather socks and accessories. ©2006 Jack and Lily. All Rights Reserved.
Powered by [TOMNET](#) ©2006

EXHIBIT 7



EXHIBIT 8



a better touch and

[THE COLLECTION](#)[ABOUT JACK AND LILY](#)[STORE LOCATOR](#)[CONTACT US](#)[Shopping Bag](#) [Customer Service](#) [Size Chart](#)[Back to Homepage](#)

NEW 'MY SHOES' *by* JACK AND LILY

FEATURING OUR EXCLUSIVE RUBBER SOLE PADS. AVAILABLE APRIL 20TH, 2008



Daisy patch (pink) (171)



Daisy patch (green) (172)



Bubble shoe (pink & chocolate) (181)



Bubble shoe (black & white) (182)



Heart (purple) (164)



Heart (chocolate) (181)



Floral (white) (417)



Sandal (pink) (111)



Princess (pink) (381)



Sport (pink) (602)



Love hearts / pink (261)



Hibiscus / navy (148)



Love / chocolate (111)



Love/love / chocolate (151)



Solid / navy (251)



Solid / chocolate (252)



Anchor / white & light blue (231)



Anchor / navy & light blue (222)



Prince / chocolate (243)



Prince / light blue (244)



Scoot / navy & white (291)



Scoot / white & green (302)



Scratch / chocolate (402)



Scratch / navy (401)



Solid / black (211)

[Catalogue Request](#)[Shipping](#)[Return Policy](#)[Email Sign Up](#) [Tell a Friend](#)

©2000 Jack and Lily. All Rights Reserved. Unauthorised copying is illegal.

[Privacy](#) [Terms of Use](#)



EXHIBIT 9

Jack and Lily #181



pediped Samantha



pediped Olivia



Jack and Lily #412



Jack and Lily #411



pediped Katelyn



Jack and Lily #402



pediped Colin



Jack and Lily #171



pediped Abigail



pediped Tyler (Navy, Brown)



Jack and Lily #251, #252



Jack and Lily



pediped



Jack and Lily



pediped



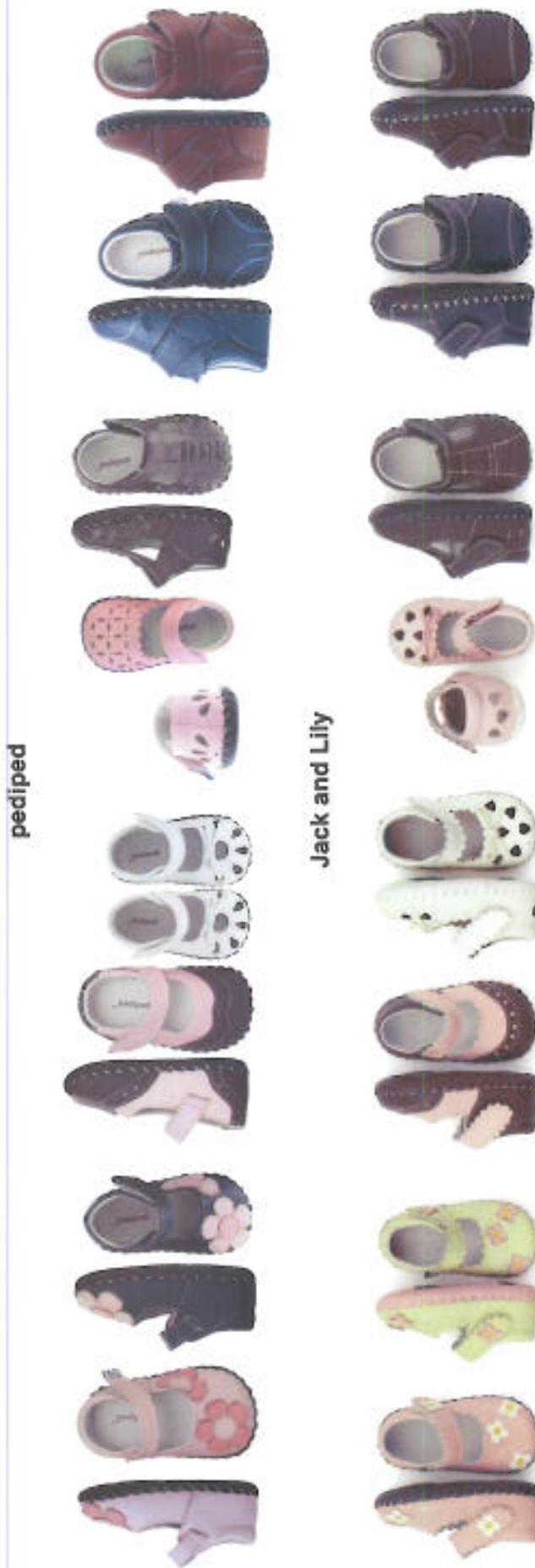


EXHIBIT 10



Jack and Lily
Saddle shoe / pink & chocolate (181)

A modern classic.
A beautiful saddle shoe in pink and chocolate brown. Detailed with scalloped edging and pink top stitching. Chocolate brown sole.

Features:

- A true soft-sole shoe that can be used Indoor and Outdoor
- Non-toxic, breathable, premium grade 100% leather
- Flexible and durable rubber sole pads add extra grip
- Soft and flexible leather soles
- Genuine suede lining
- 3mm cushioned soles and cushioned ankle protection
- Ultra-light and flexible providing ultimate comfort
- Velcro makes it easy to put on and stay securely in place
- Perfect for pre and new walkers
- Recommended by Podiatrists

Jack and Lily shoes are packaged in
our clear, keepsake bag.
click to view.

[Login ▾](#)[Shopping Cart](#)
item: 1 subtotal: \$30.00[Home](#)[Shop](#)[Why pediped®?](#)[Originals](#)[Flex](#)[Testimonials](#)[Photo Gallery](#)[Media](#)[Store Locator](#)[Contact Us](#)[Add To Cart](#)[Overview](#)[Sizing](#)[Awards](#)[Reviews](#)[Related](#)

Details

The luxury of leather with the convenience of easy wear, the Samantha is a two-toned treat for your toddler. Available in pink/brown.

Features

Soft, Cushioned Leather Soles - Made with a double layer of leather plus a foam pad on the soles for extra cushioning, pediped® footwear provide infants with the ultimate in comfort and protection.

Velcro Fasteners - pediped® footwear feature velcro fasteners that make them quick and easy to put on (even with just one hand). And they stay securely on babies' feet.

Indoor/Outdoor Use - pediped® footwear provide the benefits of a true soft-sole, yet are ideal for both indoor and outdoor use.



EXHIBIT 11

[Sign in or register](#)[Categories](#) ▾[Motors](#)[Express](#)[Stores](#)[Search](#)[Advanced Search](#)[Buy](#)[Sell](#)[My eBay](#)[Community](#)[Help](#)[Site Map](#)[eBay Security & Reputation Center](#)

Filed 04/14/2008 Document 1-13

Case 1:08-cv-03572-LTS-THK

[Back to list of items](#)

Listed in category: Clothing, Shoes & Accessories > Infants & Toddlers > Girls' Shoes > Crib Shoes

Jack & Lily My Shoes Pre-order...Prince

Buyer or seller of this item? [Sign in](#) for your statusItem number: 320238198679
Watch this item in My eBay

Meet the seller

Seller: momto1ba2gs (175 

Feedback: 96.3% Positive

Member: since Aug-23-07 in Canada

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- [View seller's other items: Store | List](#)
- [Visit seller's Store: !\[\]\(4acb2ab99ea19417fb273adfc8252f49_img.jpg\) my1princeand2princesses](#)

Buy safely

1. Check the seller's reputation

Score: 175 | 96.3% Positive

[See detailed feedback](#)

2. Check how you're protected

 Up to \$200 in buyer protection. See [eligibility](#)[View larger picture](#)

You can also:

[Watch This Item](#)[Get mobile or IM alerts](#) | [Email to a friend](#)Listing and payment details: [Show](#)[Description](#)**my1princeand2princesses**

Visit my eBay Store:  my1princeand2princesses

Store Categories

Store home

Other items

Auctiva Store: articcattan2007

Sign up for Store newsletter

Time Remaining: 6 days 9 hrs [Buy It Now](#) \$12.00

Click here to browse all my eBay items 

Search my items

11

Jack & Lily My Shoes
Princ...
envelope...Brown/pink

No More Messes!!!
Four New Colors

Bug & Pickle Nipple
Cream

Boys Maxx 24 mths
Lot. EUC

Boys Sketchers
Shorts 3X EUC

Boys F/T

Jack & Lily My Shoes
Princ...
envelope...Brown/pink

Jack & Lily My Shoes
Princ...
envelope...Brown/pink

Jack & Lily My Shoes
Princ...
envelope...Brown/pink

Auctiva's FREE Showcase will enhance all your listings

New in Box. Be the first to get Jack & Lily's new shoes...MY SHOES!!! They are due to arrive early April...they will ship to you as soon as I receive them. These are awesome shoes and will sell out quickly!! Similar to Pedipeds, these are a must for this spring. Available in 6-12, 12-18 and 18-24 mths. Please specify size when BIN.

Thanks

Find more items from the same seller. Bid or Buy Now!



Crochet Hats..any colour..any size..12 mths-5T



Boys Sketchers Shorts 3X EUC



Boys Gap Shorts 4T & Tee EUC



Boys Mexx 24 mths Lot, EUC

Buy It Now

US \$16.99

0 bids:

US \$3.99

0 bids:

US \$3.99

0 bids:

US \$3.99

Time left:

3d 8h 58m

Time left:

5d 9h 32m

Time left:

5d 9h 32m

Time left:

5d 9h 33m

Visit seller's Store

Shipping and handling

Ships to		Quantity: 1		Update	
Country:	United States	Service		Insurance	
Shipping and Handling	To	Canada Post Small Packets - USA -		None	
US \$8.00	United States	Ground			

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay



PayPal Up to \$200 in buyer protection. [See eligibility](#)

Accepted

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

[Learn about payment methods](#)

Case 1:08-cv-03572-LTS-THK

Document 1-13

Filed 04/14/2008 Page 5 of 6

[Help](#)

Item title: Jack & Lily My Shoes Pre-order...Prince

[Take action on this item](#)

Buy It Now

 **Buy It Now** price: **US \$30.00**

Your Quantity: 1

[Buy It Now >](#) You will confirm in the next step.

Purchase this item now without bidding. Learn about [Buy It Now](#).

Other options

 [Back to list of items](#) | [Report this item](#) | [Printer Version](#) | [Sell one like this](#)

Seller assumes all responsibility for listing this item.

Document 1-13

[eBay Pulse](#) | [eBay Reviews](#) | [eBay Stores](#) | [eBay Express](#) | [Reseller Marketplace](#) | [Austria](#) | [France](#) | [Germany](#) | [Italy](#) | [Spain](#) | [United Kingdom](#) | [Popular Searches](#)
[Half.com](#) | [Tickets](#) | [Kijiji](#) | [PayPal](#) | [ProStores](#) | [Apartments for Rent](#) | [Shopping.com](#) | [Skype](#)

[About eBay](#) | [Announcements](#) | [Security Center](#) | [eBay Toolbar](#) | [Policies](#) | [Government Relations](#) | [Site Map](#) | [Help](#)

Copyright © 1995-2008 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the [eBay User Agreement](#) and [Privacy Policy](#).
eBay official time